

TRADITION, TECHNOLOGY, AND EXPERIENCE

**Guthrie P. Carr,
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In our Sponsor Spotlight this month, we feature Dr. Guthrie Carr, Orthodontic Specialist. Dr. Carr's family has provided dental service to this community for more than 100 consecutive years, starting with his grandfather, Dr. Guthrie P. Carr, who moved to West Lafayette in 1915 to start a dental practice. Dr. Carr followed in his namesake's footsteps and joined his own father's practice in 1990. He shared, "My favorite part of the job is seeing the results of our treatment

and how that can really change the life of a patient." Today his motto is "Tradition, Technology, and Experience." We interviewed him to learn more about that and the innovative services his practice has to offer:

I know you market your practice with the tagline "Tradition, Technology and Experience." Tell me about that?

Well, the tradition portion refers to my family's heritage as dentists in Greater Lafayette. We have over 100 years of continuous practice! If your family is from Greater Lafayette, there is a good chance that I, my father, my uncle, or my grandfather has treated someone in your family. I take that tradition very seriously in our relationships with our patients. We value the trust the community has placed in our family over the past 100 years.

Technology refers to the changes that are available to let orthodontist improve the patient experience. Not every orthodontic practice embraces new technology.

Why is that?

Technology can be very expensive. It can disrupt the rhythm of office workflows, and it takes time to learn and master. I have invested in newer technologies that provide better information for diagnosis and treatment. This allows for shorter more comfortable treatment and improved results.

Tell about these technologies?

Firstly, our ultra-low dose ICAT 3D scanner is amazing. It allows me to get a 3D scan of a pa-

tient with less exposure than a digital panorex, which is the most common orthodontic X-ray. It is not uncommon for me to find information that was not seen on a previous traditional X-ray.

I can submit this ultra-low dose scan to a third party who will turn it into a dynamic model. This is useful in pretreatment simulations for early treatment expansion, surgery cases, cases that might need restorations, or implants when the orthodontic part of the treatment is finished. It is a great learning tool for me and a great communication tool for the patient and their dentist.

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- We also offer digital video scanning that replaces traditional impressions. This allows us to send information digitally to labs we work with like Invisalign and Suresmile.

You offer Invisalign. Can you tell our readers about that?

When Invisalign first was introduced, I did not offer it because I did not think the product could deliver on expectations. Recently Invisalign has made a lot of progress in their implementation of new technologies. I am now confident that Invisalign is a great choice for a variety of problems. I have spent a lot of time in continuing education learning the nuances of their technology and how to best apply it for each individual case.

What is Suresmile?

Suresmile is a fantastic technology that allows me to use the 3D scans we take and create a dynamic model of my patients. I can see their teeth, roots, bone, and the braces. I can even link their model to their smile photo. This allows me to simulate the desired final result with more information than is available in conventional orthodontic treatment. From this plan, I prescribe custom wires that are bent robotically to maximize their accuracy. These custom wires allow me to make the simulations come true. After I simulate the final result, I can design the final smile using the photo linked to the model. This is very powerful because often the smile is why our patients come to us; the bite and the function is what orthodontists are focused on. With Suresmile I can optimize both. It also shortens treatment. Patients love that!

What about the word "experience" in your tagline?

As an orthodontic specialist, I have two years of additional education beyond dental school focused solely on orthodontic diagnosis and treatment. I have



been in practice for over 25 years. I am actively involved in my professional societies and meetings to learn both the science and the technologies that affect our diagnosis and treatment planning.

What else would you tell someone about your orthodontic practice?

I have a wonderful staff who are fun and talented and really engaged with our patients and their families. They really make the office environment a great place. We love our patients, and I think our patients would say it shows.